

Bolton/Moores Mill

Livable Center Initiative Study

Executive Summary, December 2002

Shirley Franklin
Mayor, City of Atlanta

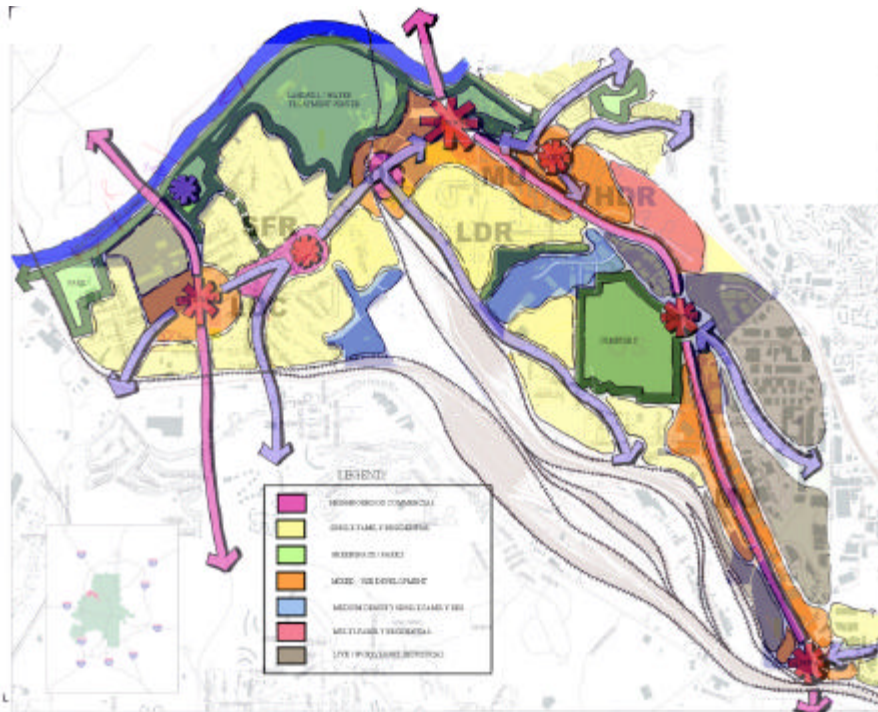


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Department of Planning, Development and
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Charles Graves, Commissioner

Bureau of Planning
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Public Involvement

The City of Atlanta led the public involvement process by creating a stakeholder group representative of the areas neighborhoods, property owners, business owners and public leaders.

Public involvement in the Moores Mill/Bolton Road LCI included several stakeholder meetings, a public design workshop and a marketing strategy workshop. The public design workshop was held in September 2002, employing a "hands-on" approach that resulted in key elements of the plan. The key elements are the corridor master plan, the Marietta Boulevard shopping center plan, the transportation improvement plan and a green space plan.

All public meetings were well attended and provided a wealth of information to the study team.

Transportation Improvements

To promote livability, the community compiled a list of transportation projects with the primary focus being placed upon the Marietta Boulevard and Bolton Road corridors.

Marietta Boulevard- the area's primary thoroughfare- can better serve the surrounding communities by adding a traffic-calming median that can accommodate future transit, an improved intersection with Bolton Road and wide sidewalks with street trees.

Bolton Road will remain a neighborhood oriented street with improvements to the intersections to promote pedestrian mobility and traffic calming via on-street parking, wide sidewalks, street trees and reinvested commercial nodes adjacent to the sidewalks.

All of these transportation improvements together form the framework to ensure that all future development is neighborhood-oriented and accessible.

Vision:

- Large numbers of people living, working and playing within walking distance of a medium density mixed-use transportation node
- A wider variety of goods, services and recreational facilities within the center
- Improved pedestrian circulation and a sense of community through the integration of multi-use trails, parks and open space, and through connections to existing facilities
- Protected trees and reduced amounts of pavement
- Equity in access to services in the area
- A balanced ratio of jobs and residential units

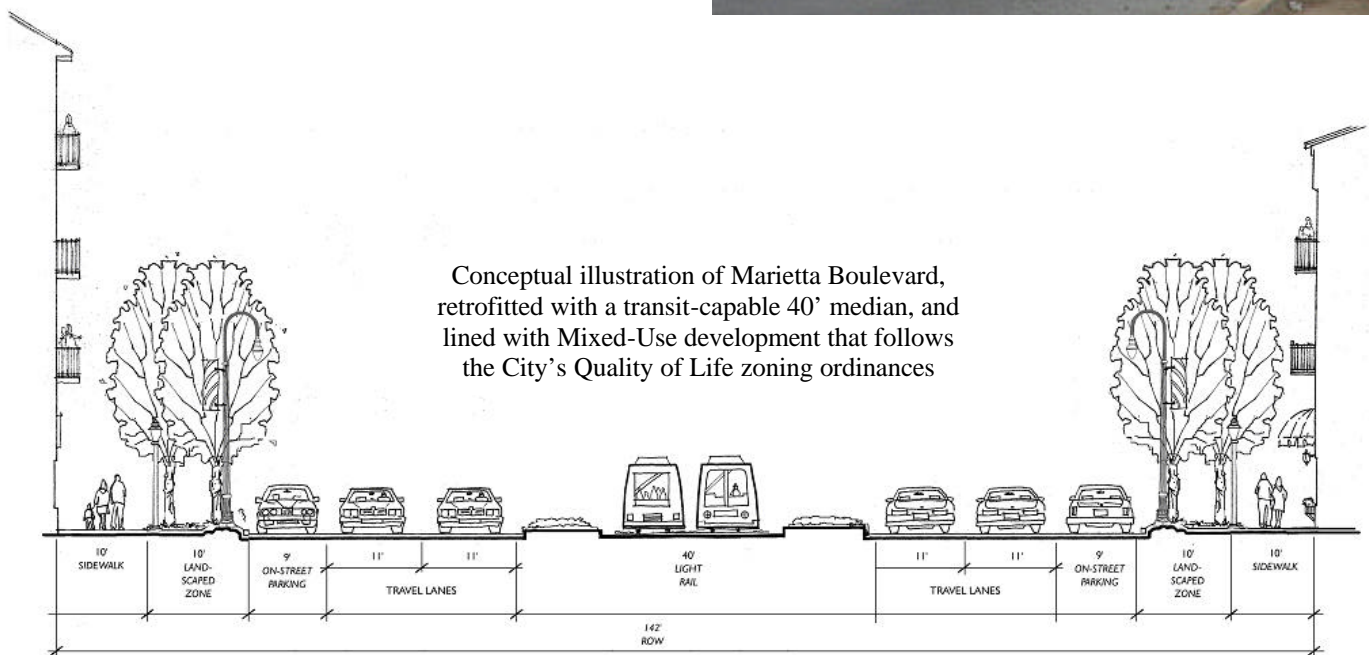
Bolton/Moores Mill Livable Center Initiative Study Executive Summary, December 2002

Bolton/Moores Mill—LCI Goals

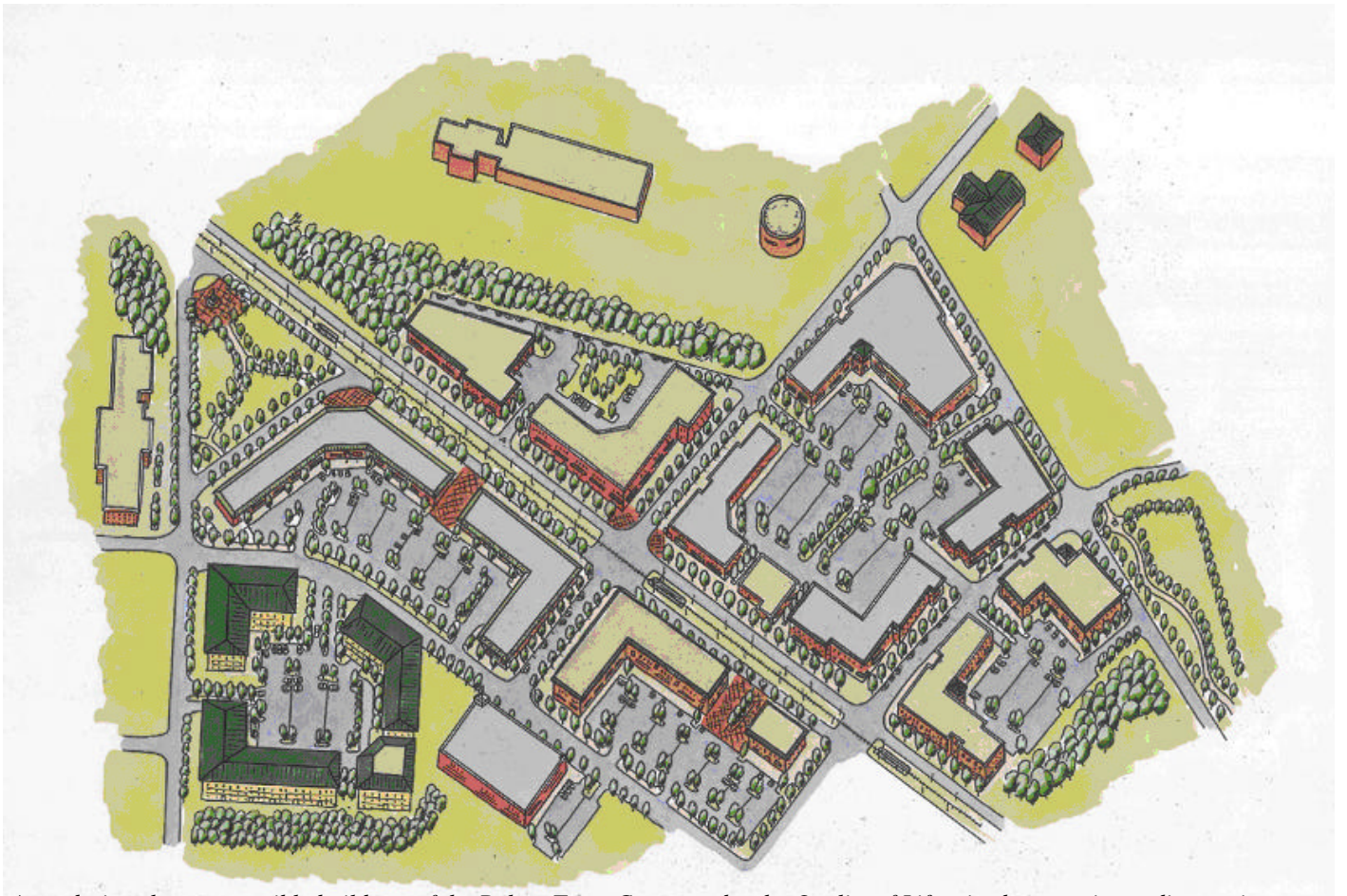
- To conduct a transportation enhancement study to create a circulation system, which encourages pedestrian, bicyclists, and alternative modes of transportation.
- To create a range of housing choices and develop more opportunities for affordable housing.
- To reduce transportation demands and increase transit ridership.
- To utilize and capture green space taking advantage of the existing natural resources to create open space and passive recreational opportunities.
- To create conditions to encourage pedestrian and bicycle traffic by providing streetscape facilities in and between the corridor's activity centers, single-family neighborhoods, and schools.
- To create a quality, balanced environment by establishing policies to encourage mixed-use activity centers that include affordable housing, neighborhood commercial, neo-traditional residential, and interactive recreational facilities.
- To encourage community and stakeholder collaboration in development decisions.

Bolton/Moores Mill - Existing Strengths

- **Access to downtown, midtown, buckhead and highways.**
- **Under-developed, large lots**
- **Wide right-of way on Marietta Boulevard**
- **Rapid increase in new housing and renovations has created a market for retail services**
- **\$3.66M in Quality of Life Bond (2000) improvement projects**



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A rendering shows a possible build-out of the Bolton Town Center under the Quality of Life mixed-use zoning ordinance in conjunction with major street re-alignments. A major piece of this plan involves continuing Moores Mill road from the northeast through to and across Marietta Boulevard. The new intersection would eliminate the need for the leg of Bolton Road between Marietta Boulevard and Moores Mill. The plan also calls for Defoors Ferry to be realigned and cut through to Marietta Blvd.



Recent trends and demographic patterns evidence a move back into Atlanta's central city. These older, established communities and their proximity to downtown and transit areas are important to the goals of the region.

Through reinvestments in these areas, transit oriented development can mitigate air quality and lessen reliance on single occupancy vehicles, while providing additional opportunities for housing, employment, commercial and recreational activities.

An image illustrating the desired character of redevelopment

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Concept Plan Highlights

The focal point of the plan includes the aged shopping center at Marietta Boulevard, Moores Mill and Bolton Road. The redesigned site plan is a combination of slow-moving streets, residential or mixed-use buildings with ground floor shops, restaurants and offices and pocket parks and plaza spaces.

The neighborhood streets that connect through the area are tree lined, with on-street parking and narrow lanes for automobile travel. These streets will accommodate vehicular travel, bicycle connections and pedestrian crosswalks at intersections.

New buildings within the neighborhood will orient themselves to the streets with building facades and pedestrian entrance fronting new sidewalks and all parking facilities located to the side or rear of all buildings. The ground floor of these buildings will contain shops and similar commercial uses with the floors above being dedicated to a variety of office or residential types and styles.

Tying the streets and new buildings together is a well-connected system of sidewalks, intersection crosswalks, parks, plazas and paths that strategically weave their way throughout the corridor, providing greenery and beauty to the area as well as access to the surrounding neighborhoods.



Implementation

The LCI communities know that with the completion of this plan there still remains significant work to be done. This plan is predicated on the need for in some areas, significant change. Paramount to this effort is the coordination of infrastructure improvements to the shopping center properties on the east side of Marietta Boulevard. In addition, the LCI neighborhoods must be committed to assisting their local officials in establishing priorities, forming partnerships, building consensus, securing funding and continually evaluating the plan.

The Plan funding for the improvements come from a variety of sources. The number and extent of improvements indicate that no single implementing agency would be practical or adequate.

For more information on the Bolton/Moores Mill LCI Study, please contact Flor Velarde or Chuck Shultz at 404.330.6145.

